(b) and (c) At present 8 TV transmitters are functioning in Shimla district. Provision of TV coverage to uncovered areas of Shimla district, including Chidgaon tehsil, will depend on priority of projects and availability of resources.

Measures taken to increase income of Prasar Bharati

†2339. SHRI RAM JETHMALANI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether measures have been taken by the Prasar Bharati to increase its income during last year;

(b) if so, the details of measures taken from March, 1998 to March, 2001;

(c) the details of income earned as a result of these measures during the aforesaid year, year-wise; and

(d) the details of amount spent on the implementation of these measures?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) Prasar Bharati has informed that they have intiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producer, advertiser, advertising agencies and sponsoring bodies, functional autonomy to regional centers with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

(c) Income earned by Prasar Bharati during 1998-99 to 2000-2001 is as follows:—

(Rupees in crores)

	1998-99	1999-2000	2000-2001
AIR	93.74	80.84	73.90
Doordarshan	399.32	597.19	637.51

(d) No separate account of expenditure on implementation of these measures is maintained.

†Original notice of the question was received in Hindi.